



CURIOSITY DESIGNERS

Cultivating Critical Thinking, Collaboration,
Problem-Solving, Empathy, and Innovation through
Design Education

PolyU Design
Impact Report 2023



Leadership

How can design leadership drive organisational transformation and boundaryless collaboration?



A Journey of Excellence and Innovation

In the year 2023, we embarked on a remarkable journey, charting a course of excellence and innovation in the realm of design education and research. Our compass was set towards interdisciplinary education, robust research platforms, and a rich tapestry of international partnerships. The fruits of our labour were not unnoticed, as our alumni, the torchbearers of our mission, secured funding for transformative projects and received accolades that echoed our commitment to these areas.

The Next Chapter of Our Story

As we gaze into the horizon, our aspirations are to fortify our global and Mainland China collaborations, and to unfurl new programmes that will continue to cultivate the fertile ground of design talent. The anticipation is palpable as we prepare for the launch of our Doctor of Design programme and the birth of a new interdisciplinary research institute.

Our journey continues with the unveiling of our new PolyU Design brand identity, a testament to our legacy and vision, crafted in collaboration with our esteemed alumni. We are on the cusp of hosting an international design summit, showcasing our international research collaboration, and offering a glimpse into our future evolution, all as part of our grand 60th anniversary celebrations in 2024.

Our Pledge to the Future

These endeavours are not mere milestones, but the embodiment of our unwavering commitment to nurturing a dynamic and forward-thinking design community. We stand firm in our belief that our focus on interdisciplinary design education and research will continue to fuel the engine of innovation and leave a lasting, positive imprint on society. As we navigate the path ahead, our compass remains steadfastly pointed towards our mission: fostering design-driven change in a world of human-designed organisations and communities.

Teaching & Learning



What approaches have been effective in integrating international exposure into design curricula?

We have found that providing students with opportunities for international travel and cross-cultural conversations has been an effective approach to integrating international exposure into our curricula. Students like Grace Moon from South Korea, Valerie Wong from Hong Kong, and Li Zihan from Mainland China have gained international and local exposure through these opportunities. They have travelled with PolyU's Council Chairman, President, and Vice President (Student and Global Affairs) to facilitate cross-cultural conversations, encountered diverse cultures, and obtained practical working experiences. These experiences have enriched their learning and broadened their perspectives, demonstrating the value of integrating international exposure into design education.



Could student ambassadorship be a valuable learning experience beyond their coursework?



At PolyU Design, our Master of Design (MDes) student ambassador programme offers a unique learning experience. Ambassadors share their MDes journey, discussing courses, projects, and why they chose to study design in Hong Kong. They apply design thinking and creative problem-solving skills in a real-world context, representing the university and fostering a supportive environment. This role enhances their understanding of their studies and prepares them for future design careers and beyond.

How do PolyU Design's methods cultivate design capabilities, as shown by students' innovative projects and competition success?

PolyU Design's curricula and teaching methods incorporate global applicability, practical training, and real-world problem-solving to cultivate comprehensive design capabilities. These aspects have contributed to our students' exceptional passion for design and their consistent success at numerous local and international competitions.

/ D&AD New Blood Awards 2023—Graphite Pencil & Wood Pencil

/ iF Design Award 2023—Winner

/ The Muse Creative Awards 2023—Gold Award

/ Graphis New Talent 2023—Gold, Silver, Honourable Mention

/ The Architecture MasterPrize—'Best of Best'

/ SIT Furniture Award 2023—Winner

/ A' Design Award and Competition 2023—Winner, Interface, Interaction and User Experience Design category

/ Red Dot Award: Design Concept 2023—Winner

/ Prototypes for Humanity in Dubai—Selected Entry for exhibition

/ Golden Pin Design Award 2023—Winner

/ BLT Built Design Awards 2023—Winner, Interior Design Residential category & Honorable Mention, Interior Design category

/ LOOP Design Awards 2023—Citation Winner

/ International Design Award 2022—Gold



Hexppy

'Hexppy' won the Red Dot Award: Design Concept 2023 for its educational toy design. It teaches children about endangered wild-life in interactive ways, focusing on animals from habitats like the ocean, Antarctica, and rainforests. The captivating polygonal animal designs raise awareness about global extinction threats.

It is a collective work by BA(Hons) in Product Design students Jacky Chan, Foster Choi, Samuel Liu, Alex Sze and TC Tsui led by Assistant Professor Dr Yi-teng Shih.



ME, MEME.

Two groups of undergraduate students specializing in Communication Design were honored with Pencils at the prestigious D&AD New Blood Awards 2023. One of the notable projects that received a Graphite Pencil was "ME, MEME," which was developed in response to the competition's brief. The project involved the creation of a brand new set of Top Trumps cards, utilizing HP Indigo technology to provide unique customization options. The innovative concept allowed users to create and share memes, actively participate in them, and engage in an interactive card game experience.

The team was formed by NG Cheuk Wing Taki & PUN Cai Hong Rainbow led by Teaching Fellow Mr Roberto Vilchis Echeverri.



THE FANDOM
MEME - The largest fandom on the internet

When a lot of people create their own versions of a grouped text and images, it's a meme. Being at least one million mentions on Instagram every single day, meme has become popular by growing, spreading and mutating on the internet. Utilizing meme's ability to resonate with a huge fandom and celebrate individuals' stories, ME, MEME, is a brand new set of Top Trumps cards collaborated with HP Indigo for exclusive customization. One can create the memes, make themselves in the memes, share the memes, and play the card game.



CARD DESIGNS
Fully customizable characters, content, colours

The cards are designed as the mobile phone and social media platform where the meme fandom mostly share their content with. The default colours are the Top Trumps yellow and the HP Indigo blue.

With the benefits of HP Indigo, users can later change the colour in the app as they wish.



APP USAGE
Share memes. Play with memes.

The app is a combination of creation and community. After creating characters, you can make a new set of Top Trumps cards by searching the meme templates, finding new ones from the community, or even from your own gallery. If you have purchased other Top Trumps sets, you may insert your own characters in the classic card sets. Share your MEME, card set and get inspired from others. One can also join events nearby to play with friends in person, or play online anywhere at anytime. Exchange your cards with friends to enjoy brand new playing experiences.



PACKAGING
Customizable characters, content, colours

For the open, the yellow card with the instructions at the back is default. The customized sets are interchangeable to be the cover - just like changing the wallpapers of your lock screen. A phone stand, which is optional, can be attached to the package for easy display on the desk.

The power of HP Indigo allows one to customize beyond the printed cards - but also the package. The case of the card set is also up to you, with a variety of memo-related stickers to create one's unique iPhone case.

Transcultural Journey on the Orient Express



Chi Wai Vincent Chuk, an Environment and Interior Design student supervised by Prof. Peter Hasdell, received a Citation Award at the LOOP Design Awards 2023 for the project "Transcultural Journey on the Orient Express". The project envisions a dynamic transcultural experience, utilizing modular cultural resources transported by conveyor belt-inspired mechanisms. Detailed itineraries and immersive world-building drawings invite viewers to engage and explore the journey.

The project is also Special Mention winner of Student Creator of the Year, Architizer Vision Awards 2023 and shortlisted for Buildner Architects' Sugar Architectural Visualization Award 2th edition and the Architecture Drawing Prize 2023.

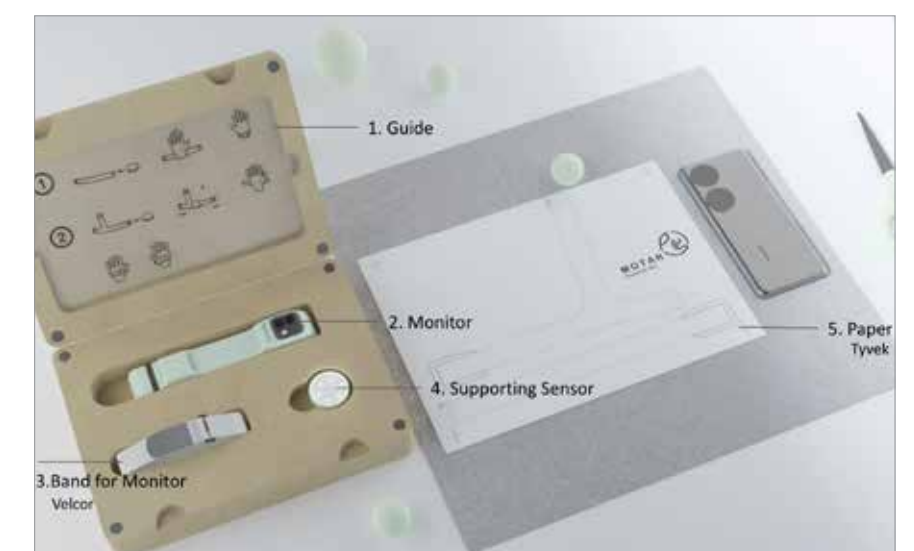
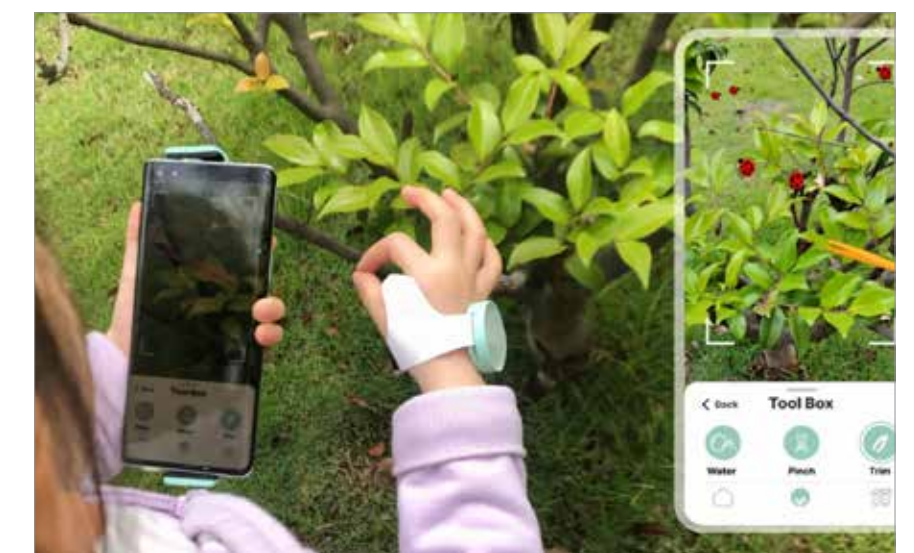
Vincent was selected as Winner of Young Design Talent Special Mention Award 2023, conferred by Hong Kong Design Centre that won him a sponsorship to gain experience overseas.



Motar

The iF winner 'Motar' is an AR-based outdoor educational system designed to encourage urban grade-schoolers (5-12 children) to go outdoors and stay in the natural environment by providing immersive real-world-based games.

It is designed by Chenbei Gui under Prof. Stephen J. Wang's supervision and supported by Huawei Technologies Ltd. Chenbei who is our MDes student graduated from our BA(Hons) in Product Design last year. Motar was her Product Design graduation project.



Mel:mory Cube

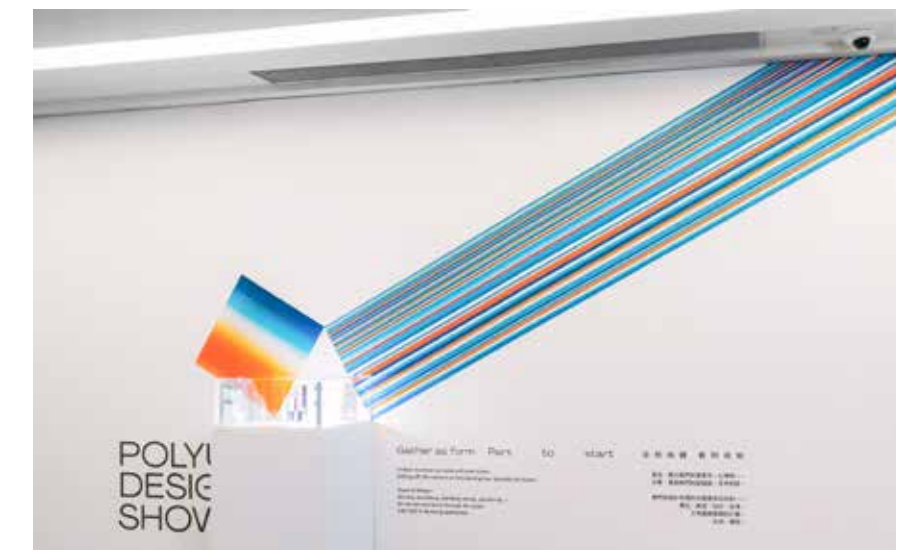
'Mel:mory Cube,' designed by Xiang Yi and Felix Tsoi from MDes (Interaction Design) under the supervision of Prof. Stephen J. Wang, has achieved the remarkable feat of winning both the iF and A' Design awards. This innovative product addresses the issue of Chinese amnesia by utilizing a multi-sensory and playful approach to enhance interest and memory development of Chinese characters. The cube translates Chinese characters visually and transforms them into distinctive melodies through a self-identified mechanism, engaging the auditory senses in the learning process. The project was backed by our long-term collaborator Huawei Technologies Ltd.



Design Show Identity

The identity for the PolyU Design Show 2022, titled 'Gather as form, part to start,' achieved international acclaim by winning the Golden Pin Design Award 2023 and receiving the Silver award at Graphis New Talent 2023. The project was supervised by a teaching team formed by Roberto VILCHIS ECHEVERRI and Charis Poon, with students LAI Cheuk Yi, CHAN Shek Chi, CHENG Kwan Hung, and CHAN Kit Fu Jeff from BA(Hons) in Communication Design and BA(Hons) in Advertising Design.

The identity looks at students taking on design learning together like light entering a prism, bouncing and bending ideas, and leaving the prism in a stunning rainbow of strengths with endless possibilities.



How do we leverage public exhibitions and showcases as transformative experiences for design students?

Public exhibitions and showcases are important platforms in creating opportunities for students to display their work, receive feedback, and engage with the broader design community. These experiences can enhance students' understanding of the practical applications of their work and provide exposure to different perspectives and ideas.

One example of this is the PolyU Design Show 2023, which showcased over 160 innovative design projects. The show provided a platform for students to present their work to the public, demonstrating their creativity, dedication, and understanding of social responsibility. The theme of the show, "Grow to Discover. Expand to Show", developed with the students, emphasized the importance of growth and exploration in the design process.



Off- and on-campus Showcasing Opportunities

In addition to the PolyU Design Show, students have been encouraged to showcase their works on various platforms.

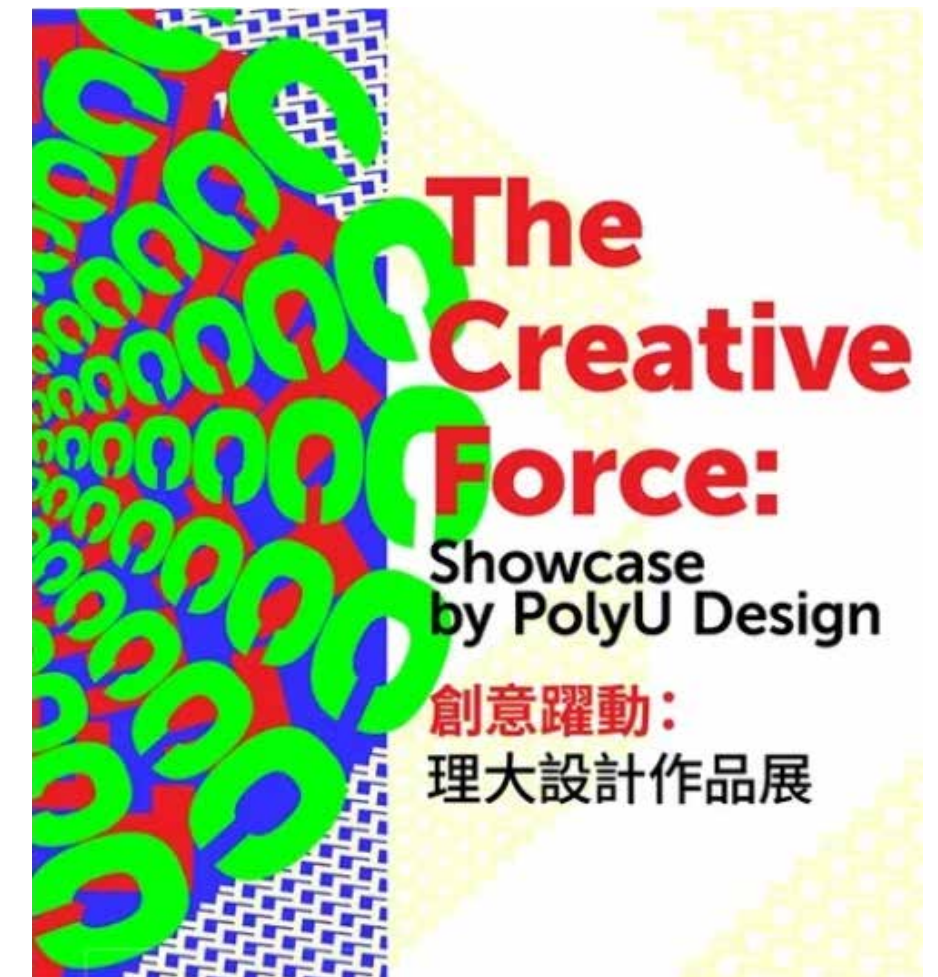
The bamboo art installation “THE POT: A SIP-ability Design for HK Household,” created by Product Design students in 2021, was displayed at the “Embracing the Bamboo” Outdoor Art Exhibition at Construction Industry Council Zero Carbon Park in June 2023.

More opportunities include a showcase at ARUP Hong Kong office, winning entry exhibition of PolyU Design x Moleskine notebook design competition, not to mention many other on-campus exhibitions.



Student Innovations Take Centre Stage at the Central Library

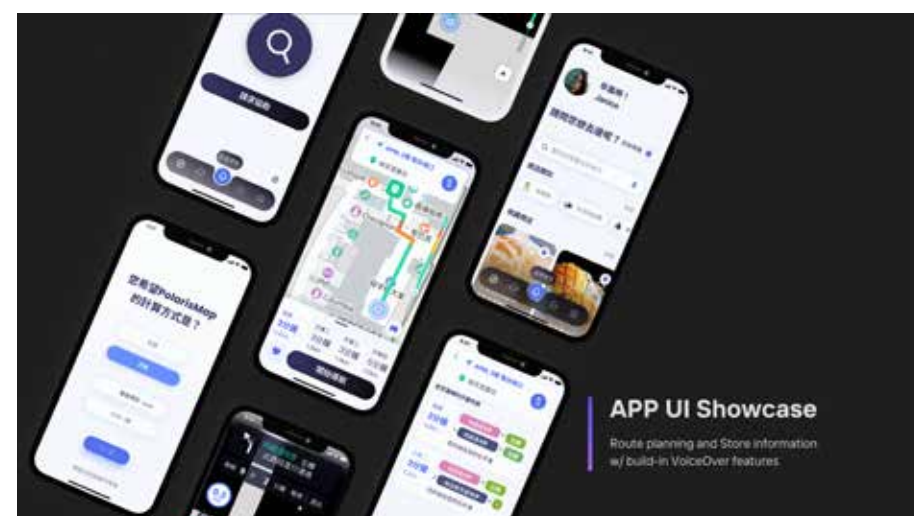
Titled “The Creative Force,” the public exhibition at the Hong Kong Central Library from January to March 2023 featured three rotating themes over different months: “Creative,” “STEAM/Maker,” and “Worldwide Acclaimed.” This exhibition brought together a wide array of works from various design disciplines, including Advertising Design, Communication Design, Environment and Interior Design, Product Design, Digital Media, Interactive Media, and Design Practices. It delved into imaginative yet plausible scenarios, inspiring visitors with the endless potential of collaborative efforts in good design.



Innovative Interaction Design Featured at 'Prototypes For Humanity' in Dubai

Once again, students of PolyU Design were selected to exhibit at the Prototypes For Humanity, gaining exposure through a series of events in Dubai. This exhibition is a remarkable assembly of innovations that has the potential to make an impact on the world.

The talented students Chan Cheuk Yin and Tin Wing Kam who were supervised by Dr Jeffrey Ho beat other applicants with their project "PolarisMaps" which is a customised indoor exploration and navigation solution for deaf-blind individuals. The designers envision to provide an experience that fosters greater independence and ignites curiosity for exploring the world.



In what ways can design education be leveraged to drive sustainable practices within communities?



As the world grows more complex and resources become more limited, design students are urged to leverage their design knowledge and skills to create sustainable solutions that positively impact the community.

Design students experiment with community food waste collection and eco-farming to promote eco-friendly lifestyle

In the Integrated Designpreneurship subject, a team of social design and communication design students carried out a project titled "Gah Zeoi" to collaborate with the Soil Trust project. They focused on eco-farming and community food waste collection for Bokashi compost. This initiative promoted an eco-friendly lifestyle and emphasizes the significance of local farming in reintegrating organic resources and providing ecosystem services.

It is part of Gah Zeoi's capstone exploration, which aims to present a unique dining experience integrating concepts of Regenerative Agriculture.



40 students across disciplines led by Michael Chan engaged in service learning through design and building for remote Japanese communities

40 students from different PolyU schools and faculties joined Michael Chan, Associate Professor of Practice of PolyU Design, for a trip to the remote area of Japan and apply their knowledge and skills to help enhancing sustainability for local economy.

They interacted with experts, villagers, and industry representatives to understand the community's daily operations and challenges. Using damaged timber, they repurposed it for constructing a pavilion, signage, and an entrance gate for the village. Their on-the-ground research will guide the development of a sustainable proposal to be presented to the villagers.





100
SEMESTER 1
DAYS IN DESIGN
FOUNDATION YEAR EXHIBITION

SD1106
Design and Material Culture

SD1107
Integrated Visualisation Skills
— Visual Thinking

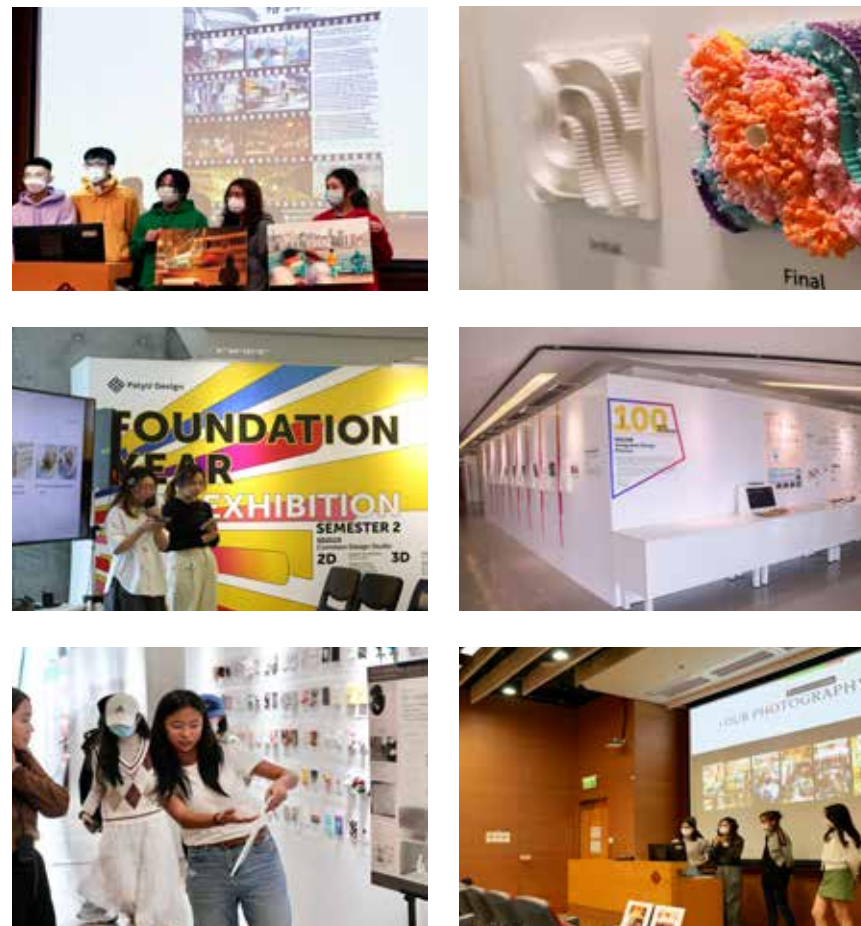
SD1108
Integrated Design Process

Programmes

How can programme development strategies balance foundational learning and specialisation to foster innovation and relevance in evolving design education landscapes?

The first cohort of new BA(Hons) Scheme in Design students have undergone a challenging and rewarding year. The '100 Days in Design' exhibitions were held to showcase their learning outcomes. Thoughtful designs covered design 101 to creating sets of visual content on local heritage attracting , to furniture to engage pets and human.

Under the new curriculum, students complete a common Design Foundation in Year 1, followed by a Design Cluster in Year 2, before focusing on their chosen Design Specialism in Year 3 and 4.



How should design education evolve to manage complexity and drive value creation in the face of rapid technological advancements?

MDes

The Master of Design (MDes) launched a revamped curriculum in 2022/23, offering four 1-year, full-time, studio-based professional degree programmes in design: Innovative Business Design, Intelligent Systems Design, Smart Service Design, and Transitional Environments Design. These programmes also offered part-time studies in 2023/24.



New MSc in Innovative Multimedia Entertainment

The MSc in Innovative Multimedia Entertainment (MScIME) supersedes the MSc in Multimedia and Entertainment Technology (MScMET) programme. MScIME builds upon and goes beyond the previous versions of MScMET, which has been a cornerstone of our educational offerings for over 20 years. With over 1,000 students educated in building multimedia products and applications, MScIME aims to update the curriculum to incorporate the latest trends in AI, Data Science, and multimedia technologies. These advancements are expected to have a significant impact on the production of multimedia entertainment works and research.



New DDes

The Doctor of Design (DDes) is a self-financed programme designed for influential leaders, educators, and researchers in design. It offers an alternative path to a professional doctorate, emphasising practice-based research and interdisciplinary capabilities. The programme aims to be a leading professional doctoral programme in Asia, equipping individuals to extend their professional practices, contribute valuable knowledge, and solve societal problems as researcher–designers capable of performing practice-based research on design and with a good understanding of how to extend their professional practices.





Research

Opening address
Prof. Christopher Chao

How will a PolyU-NVIDIA collaboration influence future creative collaborations in the art-tech sector?

Picture a dynamic platform where premier institutions, organisations, and creative practitioners come together to redefine the intersection of art and technology. This is the essence of the newly established PolyU Research Centre for Cultural and Art Technology (CAT).

CAT will work with the PolyU-NVIDIA Joint Research Centre, a significant partnership between PolyU Design and NVIDIA that's set to enhance computing, technology, and related fields. This venture is dedicated to cultivating a robust research community, committed to knowledge advancement and solving real-world problems.

The Centres have already initiated a series of activities, from signing collaborative MOUs to hosting symposiums and exhibitions. With more innovative projects in the pipeline, the fusion of art and technology is set to reach new heights.



How does design innovation in traffic systems attract research funding?



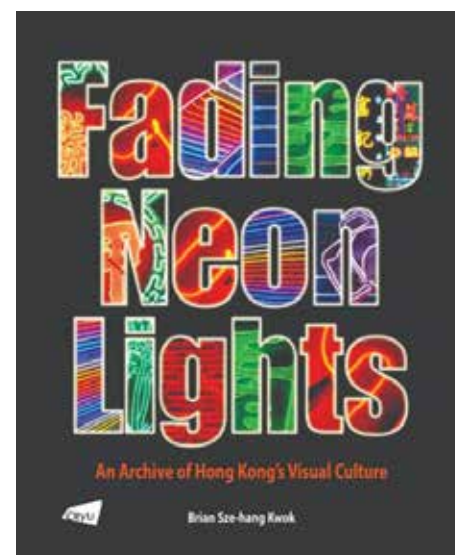
PolyU Design has successfully secured a funding of HK\$2.74 million from the Smart Traffic Fund, marking a significant milestone as the first Design-led project to win the fund. This achievement is attributed to an innovative project led by Prof. Stephen Jia WANG, Founding Director of the Research Centre for Future Caring Mobility. The project, titled "An Empathetic Navigation System Design Based on Drivers' Emotion Inference from Traffic Contextual Data," is set to revolutionize the driving experience by developing a novel emotion-aware navigation system. This system aims to integrate driver emotions and route planning, thereby enhancing travel efficiency and driving safety. This accomplishment underscores the recognition and value of design innovation in smart traffic systems that are tech-enabled, data-driven, and human-centric.

How does the transformation of neon signs and typography in Hong Kong mirror societal and cultural changes within the city?

Discover Hong Kong's visual culture with Associate Professor Brian Kwok's new book, "Fading Neon Lights: An Archive of Hong Kong's Visual Culture". This work is the result of Kwok's long term research into the city's neon signs.

His second book, "City Script 2—Hong Kong Type Designers," 《香港造字匠2》, introduces eight emerging typeface designers in Hong Kong, offering insights into their work.

Together, these books provide a comprehensive view of the local typeface design industry, showcasing the city's unique design talent and contributing to the appreciation of its design aesthetics.



How does a brand identity encompassing diverse research areas reflect evolving societal needs?

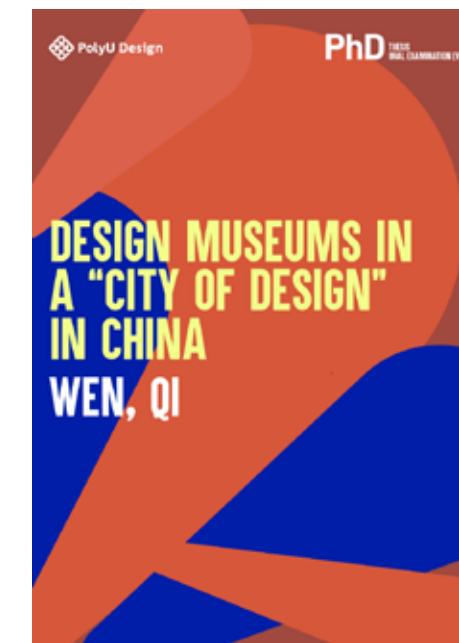
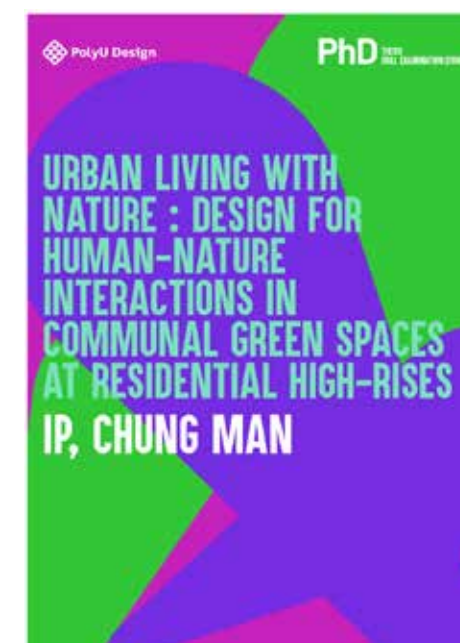
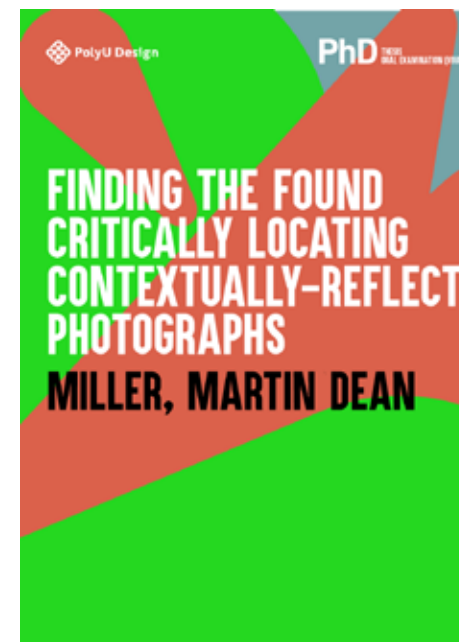
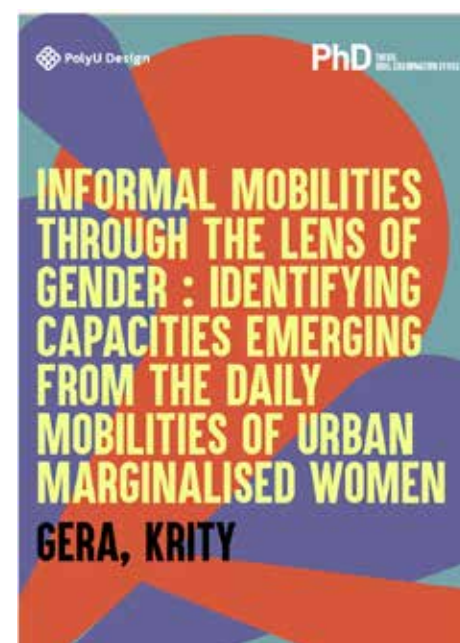
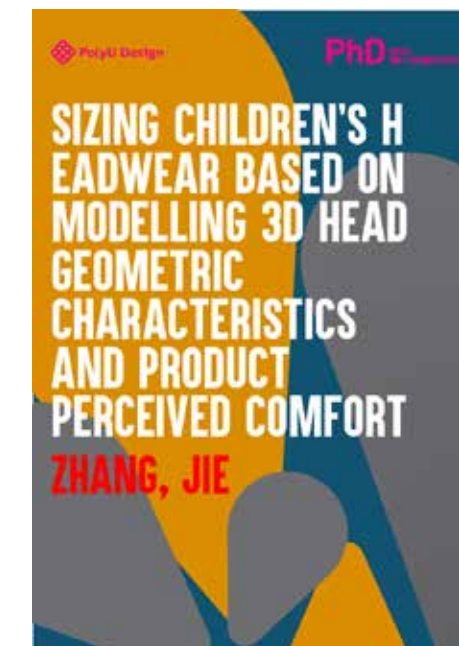
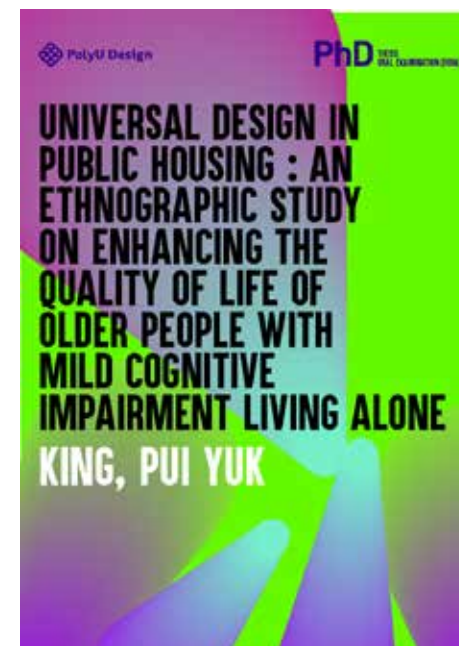
The Public Design Lab has been a pioneer in promoting public design that addresses current and changing urban needs since 2007. It has carved a niche in the design of public spaces and street furniture in Hong Kong, with a special emphasis on the ageing population, minority groups, and users with disabilities.

As it ushers in a new era with a reimagined identity, the Lab has charted out 16 research areas for 2023. These areas are poised to push the boundaries of public design at the intersection of art, creative urban design, and digital media. The areas span a wide spectrum, including education & psychology, community, health & care, communication, art, equity, culture, mobility, nature, sustainability, space, built environment, social issues, urban planning, service design, and business & economy.

Under the stewardship of Prof. Kin Wai Michael Siu, the Lab is set to continue its pioneering journey, shaping the future of public design in Hong Kong and beyond.



How can the successful defense of theses by 11 PhD students in 2023 inform and shape the future of design?





Knowledge Transfer

What elements in education effectively nurture future design entrepreneurs?

The Leadership Forum on Design Education 2022, a concurrent event under the Business of Design Week (BODW) programme, successfully attracted over 7000 cumulative viewers from various online platforms, including Zoom, Bilibili, and Vshibo. Esteemed speakers, such as Prof. Francesco Zurlo, Mr André Nogueira, Prof. Peter Childs, Mr. Hiroshi Tamura, Dr Jun Su, and Mr James O, shared their insights on the importance of design entrepreneurship in the rapidly evolving business and technology landscape. The forum explored how education can effectively nurture talents equipped to face future challenges by incorporating soft skills and cross-disciplinary knowledge, such as entrepreneurship, leadership, technology, diversity, and communication. PolyU Design's new BA curriculum exemplifies this trend, training students to have an entrepreneurial mindset and the ability to create start-up businesses.

Recap: <https://youtu.be/hrx80Kuke0Asi=n9EBfSJD91cbxKOK>



Leadership Forum on Service Design 2023

With the theme of 'Exploring Diverse Facets of Service Design: Socio-technical Cases and Narratives', this year's Leadership Forum addressed the topic of Service Design in recognition of its significance. It explored three fundamental questions on service design: understanding its key components from real-life experiences, fostering personalized perspectives, and the role of service design in driving innovation.

Distinguished speakers included Jeremy Alexis from Illinois Institute of Technology, Daniela Sangiorgi from Politecnico di Milano, Jung-Joo Lee from National University of Singapore, Xiangyang Xin from Tongji University, Itsuro Shibata from GK Kyoto Inc., Ryan Seungkyu Lee from The Pinkfong Company, May May Wong from Accenture.

The 2023 Forum attracted 71,672 cumulative attendees from both physical and online platforms.

Recap: https://youtube.com/playlist?list=PLPzVHP-Pc7pfRXZVWc-xMO7E_Y3hn8u0O&si=TZeiyOpXya4L0kKj

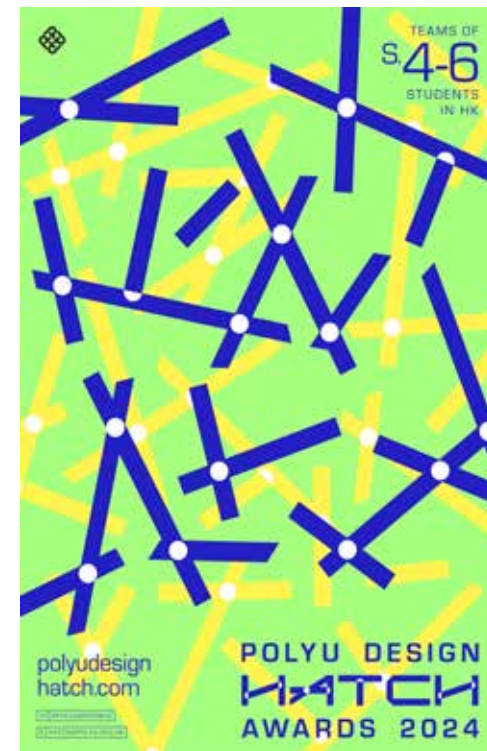


How does a design incubation programme foster collaboration and creativity skills in secondary students?

The PolyU Design Hatch Awards, a first-of-its-kind design incubation programme for Hong Kong secondary students, aims to nurture future design talents.

The awards introduce students to various design fields and encourage them to use AI or related software to create designs that align with the theme 'Designing for Happiness and Everyday Life: AI and Future Design'. This initiative provides an opportunity for young creative minds from diverse academic backgrounds to collaborate, learn, and challenge their creative thinking.

The Hatch Awards fosters creativity, promote the integration of AI in design, and serve as a platform for knowledge transfer, with design professionals and educators sharing their expertise with students.



What long-term impacts do collaborative exhibitions and workshops have on innovation and design evolution?

In November 2022, Assistant Professor Dr Anthony Kong, collaborated with Hong Kong Public Libraries to curate the "READiscovery/LIBRARY" Interactive Multimedia Exhibition. This exhibition traced the 60-year evolution of library services and reading formats, spotlighting technological advancements. It featured interactive experiences and animations by Digital Media students, symbolising books as carriers of generational knowledge.



How do collaborative events like hackathons contribute to innovation in specific sectors?

The Cathay Hackathon 2023, a collaborative event involving PolyU Design's Li Ka Shing Design & Innovation Centre, PolyU Knowledge Transfer and Entrepreneurship Office, and Cathay Pacific, held a Design Thinking Workshop. This workshop, led by Mr Kevin Denney, provided an immersive experience in design thinking and innovation for students.

The event aimed to bring together enthusiasts from the aviation and technology sectors, encouraging them to create innovative solutions through deep engagement with the design process. More innovative concepts were unveiled at the main event of the Cathay Hackathon 2023.

The presence of representatives from Cathay and PolyU at the event highlighted the importance of such collaborative events in fostering innovation, entrepreneurship, and design thinking within specific sectors like aviation.





Assets

How can Step Cheung's success in animation competitions inspire new approaches to nurturing creative digital talents?

Teaching Fellow Step Cheung and Digital Media graduate Ho Tsz-ching have brought honour to our School by winning merits from DigiCon6 ASIA Awards 2023, a prestigious digital content competition in Asia. Their outstanding animation work, "Everywhere," not only won the Silver Award but also clinched That's Entertainment—an award that does not guarantee a winner every year.

Another group of Digital Media graduates namely Ellis Chan, Jay Wong, Donald Kwok and Siu Hei Wong were honoured The 60th Golden Horse Awards Best Animated Short Film with their fabulous animated film "Monsoon Blue".

All these achievements set a benchmark of excellence for PolyU Design, demonstrating the effectiveness of our pedagogical approach in nurturing creative digital talents. They also serve as inspirations for our students and faculty to innovate and push boundaries in digital content creation. As we celebrate this success, we are also reminded of the importance of continuous improvement and the need to stay abreast of emerging trends and technologies in the digital content industry.



How can Rennie Kan's intrapreneurial journey inform strategies for nurturing design leadership?

Senior Marketing Manager Rennie Kan was honoured with the Intrapreneurial Lifetime Achievement Award at the Global Intrapreneurs Summit 2023. This prestigious accolade recognizes Kan's extensive intrapreneurial work, demonstrating effective strategies such as understanding the system from within, aligning initiatives with institutional missions, and knowing when to lead or support. Her journey offers valuable insights into nurturing design leadership, emphasising the importance of intrapreneurship in driving innovation and change within organisations. The achievement underscores the potential of design professionals to effect significant change from within their institutions.

<https://globalintrapreneurssummit.com/awards/>



How does Tulio Maximo's award-winning course 'Design meets Disabilities' contribute to the evolution of empathy-driven design education?

Assistant Professor Dr Tulio Maximo was recognised with the 2022 UGC Teaching Award for his innovative approach to inclusive design education. His course, "Design meets Disabilities," has been instrumental in fostering empathy and collaboration in the design of user-friendly products for individuals with disabilities. This commitment to inclusive education, influenced by his personal experiences, has led to significant contributions to the field of inclusive design, including a floor seat for children with disabilities and the 'Omni Study System' furniture solution for sub-divided flats. His work has positively impacted Hong Kong's design culture, as evidenced by the successful examples of inclusive design by PolyU alumni.

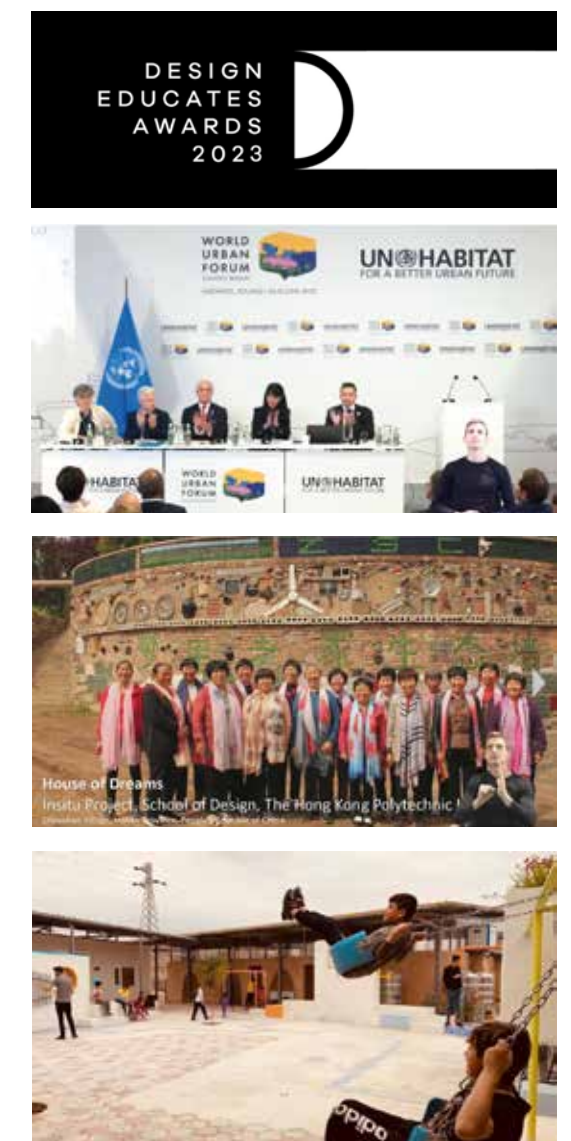


How does Peter Hasdell's 'Habibi Community Centre' illuminate the potential of co-creative design in addressing complex humanitarian challenges?

It was another fruitful year for Prof. Peter Hasdell, Associate Dean, following numerous awards his "House of Dreams" has won in the previous years.

His latest project "The Habibi Community Centre" was awarded the bronze prize in the Architecture Category at the Design Educates Awards 2023 and was as a Finalist in the Architecture + For good category at the A+Awards 2023. This centre, located in the Bersive 2 Camp, is a refugee camp in Northern Kurdistan, Iraq. This collaborative project led by Insitu Project provides essential healthcare and community services to the Yazidi refugee community. The centre includes medical and dental clinics, counseling spaces, a dedicated area for women and children, a community hall, a kitchen, a co-designed playground, and sanitary facilities. Constructed using sustainable superadobe techniques, it is the first permanent building in the camp and has gained significant recognition.

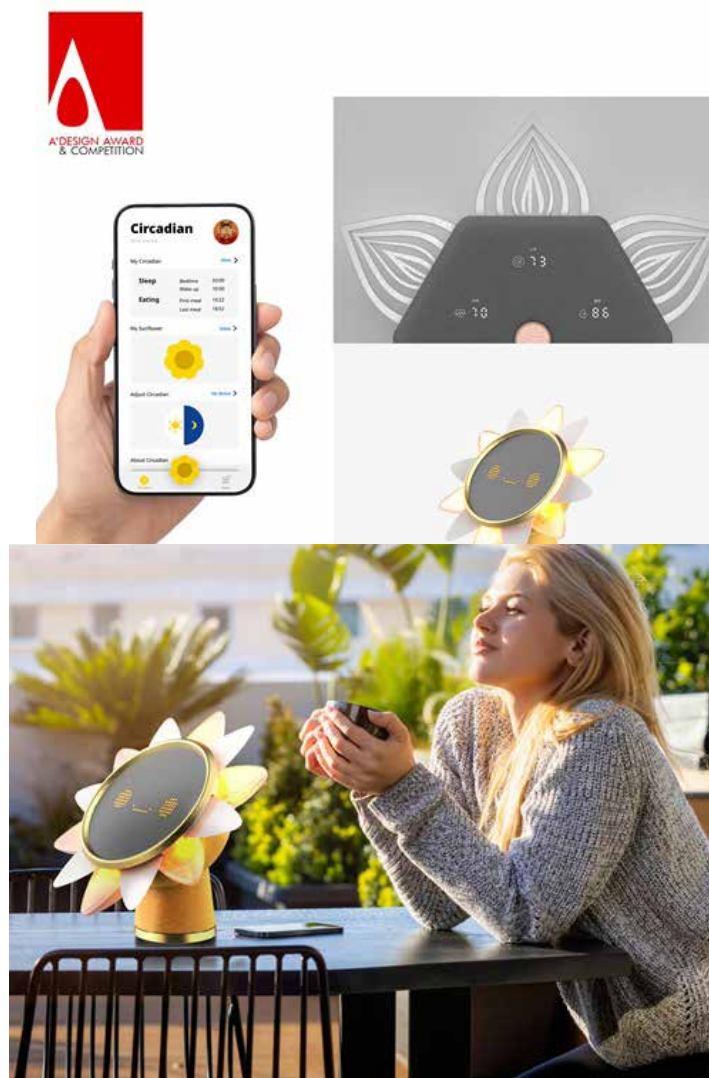
Collaborators included ABCD Collaborative with Habibi International, HIS Foundation, Vide Terra, MED East, and Catalytic Action.



How does Stephen Wang's award-winning work advance our understanding of IoT in managing circadian rhythms through interactive design?

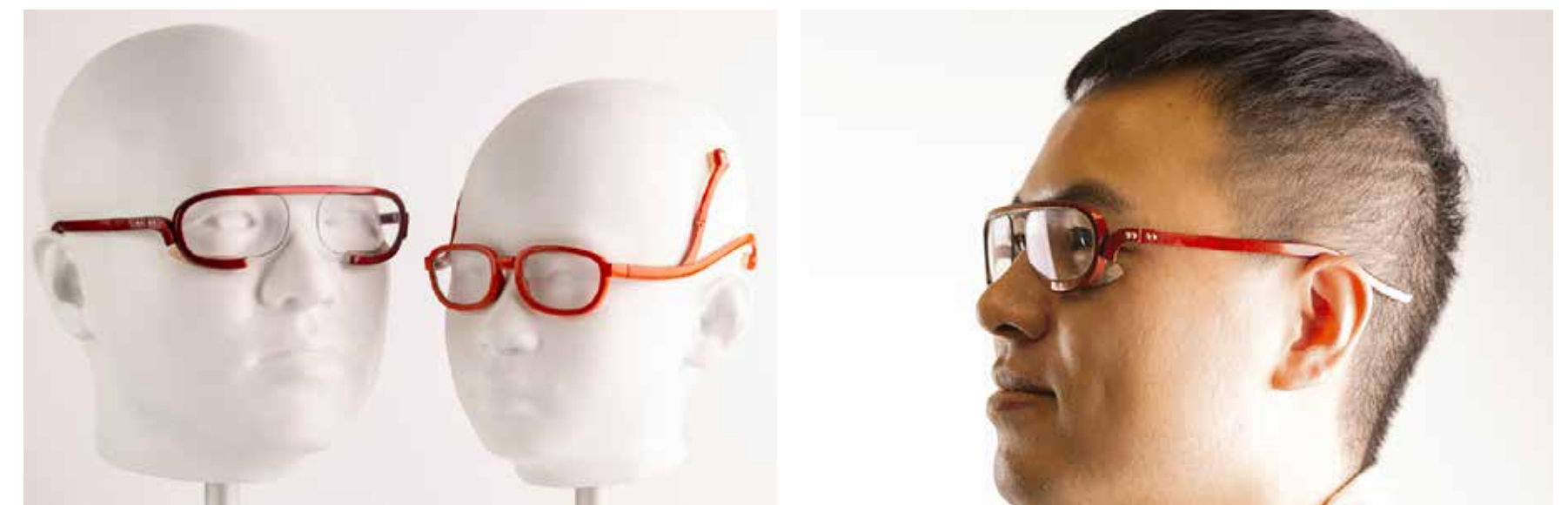
The 'Sunflower', an innovative interactive lamp, has been recognized with the A'Design Award in the Wellness, Health Promotion, and Preventive Care Design category. This health IoT product was developed under the Research Centre for Future (Caring) Mobility, led by Prof. Stephen Wang. The lamp is designed with a focus on the circadian rhythm, monitoring the user's lifestyle and engaging them through its creature-like movements. This unique approach offers an organic and interactive experience that is truly novel.

The team behind this project includes Jiajuan Li, Stephen Jia WANG, Yangwu CAI, Yanjie Zhan, Sein JEONG, ZhengTao Ma, Sark XING, and Le FANG. This project is an example of the duet of design and technology, where health and wellbeing are enhanced through the integration of IoT, resulting in engaging user experiences.



How does Tina Luximon's project illustrate the potential of 3D-printing technology in achieving optimal fit and maximum usability in eyewear design?

'AdaptSpecs' is an eyewear frame designed for people who have difficulty wearing regular eyewear, which relies on the nasal bridge and ear as support points. This 3D-printed frame is optimal fit and maximum usability not achievable with conventional mass-production methods and give wearers the feeling of inclusiveness. The design also considers the installation of the lenses, which can be done by any standard eyewear shop. The project led by Associate Professor Dr Tina Luximon received Silver Award at the International Design Excellence Awards 2023 organised by the Industrial Designers Society of America.



Heritage

MR CHAN CHIU WANG ERIC MR LAW LING KIT AJAX PROF. YANKI C. LEE MR KONG MING MR WONG TSZ HO THOMA

**POLYU DESIGN
OUTSTANDING ALUMNI
AWARDS 2023**

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How can the design and orchestration of graduation ceremonies enhance graduates' career motivation and engagement?

Our latest cohorts of graduates experienced memorable and heart-touching moments at the Congregation in November 2022 and 2023. The sharing by Guests of Honour Dr Henry Steiner, known as "Father of Hong Kong Design", and our outstanding alum Mr Tino Kwan, a world's renowned lighting designer, was inspiring. Dr Steiner emphasised the power of design to shape the world, while Mr Kwan shared his personal journey of perseverance and success. The valedictorians' speeches added emotion and reflection, expressing gratitude and encouraging unity. The Congregation marked the culmination of hard work and personal growth, leaving lasting memories and inspiring the graduates as they embark on their future endeavours.



How can the success of design-driven ventures like GOGOX inform research on design's role in shaping entrepreneurial ecosystems?

In 2022, PolyU Design's legacy was underscored by the accomplishments of our distinguished alumni. We took great pride in celebrating the exceptional achievement of our alumnus, Mr James O, who was honored with the esteemed Outstanding PolyU Young Alumni Award. His significant contribution to the unicorn company GOGOX, which he co-founded, demonstrates the tangible influence of design thinking in the realm of business. Mr O's success story serves as a guiding light for our current and prospective students, illustrating the transformative potential of design in the spheres of entrepreneurship and innovation. Mr O generously imparts his experiences and insights at School events, inspiring students and professionals across various sectors with his invaluable contributions.



How can the diverse achievements of alumni inform the evolution of design education and practice?

The new cohort of PolyU Design Outstanding Alumni Awards 2023 winners were announced in July. The recipients, representing diverse design disciplines, were selected for their creativity, innovation, contribution to PolyU and impact on society.



/ 2023 Distinguished Design Alumnus of the Year — Professional Achievement

Mr CHAN Chiu Wang Eric

Accomplished Branding and Graphic Designer, Creative Director
Higher Certificate in Illustration in 1983



/ 2023 Distinguished Design Alumnus of the Year — Professional Achievement

Mr LAW Ling Kit Ajax

Co-Founder & Design Director, Interior Designer
Bachelor of Arts (Hons) in Interior Design in 1999

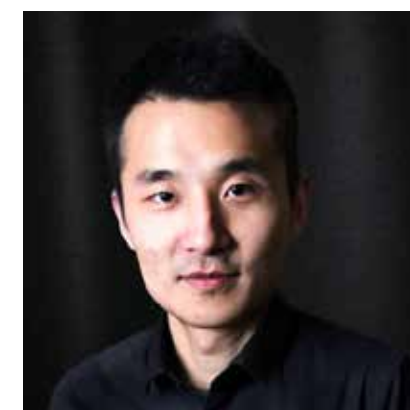


/ 2023 Distinguished Design Alumna of the Year — Community Service Achievement

Prof. Yanki C. LEE

Professor in Design, International Speaker, Design Research Scholar, and Social Innovator

PhD in 2007, Bachelor of Arts (Hon) in Interior Design in 1996, Diploma of Design in 1993



/ 2023 Young Design Alumnus of the Year — Professional Achievement

Mr KONG Ming

Chief Executive Officer

Bachelor of Arts in Design (Industrial and Product) in 2013



/ 2023 Young Design Alumnus of the Year — Entrepreneurial Achievement

Mr WONG Tsz Ho Thomas

Business Consultant, Entrepreneur, and Future Educator

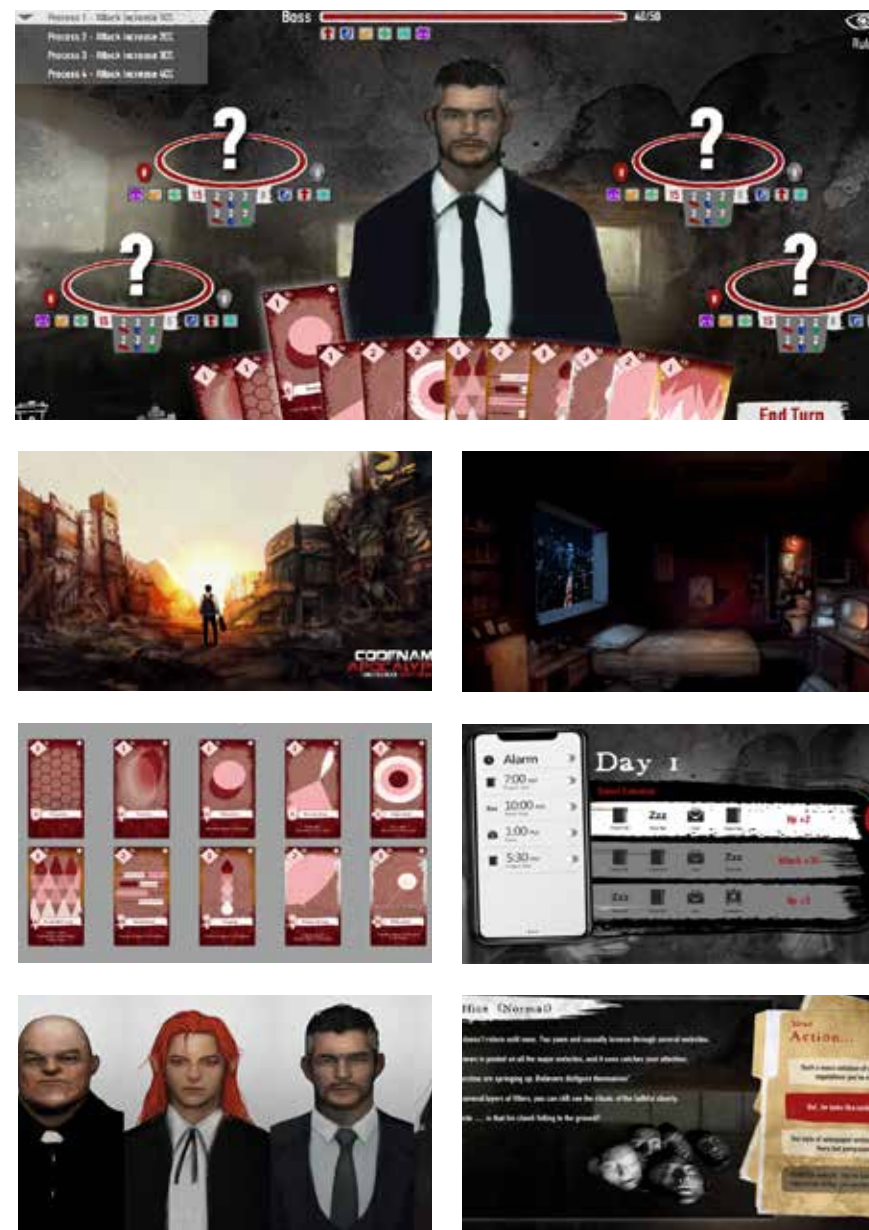
Bachelor of Arts in Design (Industrial and Product) in 2013

How can the entrepreneurial success of alumni in securing university seed funds inform strategies for fostering design innovation in academia?

PolyU Design continues to make strides in fostering excellence and innovation in the field of design. A group of MScMET alumni secured funding through the PolyU POC Funding Scheme for their project "Codename: Apocalypse", highlighting the practical impact of their work. This recognition further solidifies the university's commitment to supporting the growth and development of young design talent with entrepreneur spirits.

Additionally, our dedication to nurturing emerging designers was acknowledged with the prestigious DFA Hong Kong Young Design Talent Award. Congratulations to winners who were awarded financial support for overseas working experience.

These accolades underscore the institution's ongoing efforts to cultivate a dynamic and forward-thinking design community.



Awardees of DFA Hong Kong Young Design Talent Award

- / CHOI Yuet Sum Sharon, BA (Hons) in Communication Design, 2022
CreateSmart Young Design Talent Award 2022
- / CHEUNG Tsz Ching Emily, BA (Hons) in Environment and Interior Design, 2022
PolyU School of Design Young Design Talent Award 2022
- / AU Tsui, BA (Hons) in Design (Environmental and Interior Design), 2015
CreateSmart Young Design Talent Award 2022
- / KONG Sin Yan Lisa, BA (Hons) in Communication Design, 2018
CreateSmart Young Design Talent Special Award 2022
- / Yau Kwok Keung, BA (Hons) in Communication Design, 2012
CreateSmart Young Design Talent Award 2023
- / Lee Hiu Hei, Hazel BA (Hons) in Environment and Interior Design, 2018
Young Design Talent Special Mention Award 2023
- / Chuk Chi Wai, Vincent, BA(Hons) in Environment and Interior Design, 2023
PolyU School of Design Young Design Talent Award 2023
- / Lee Annie, BA (Hons) in Communication Design, 2023
Young Design Talent Special Mention Award 2023



SD Plus' Networking Symposium (SD+NS)

SD+NS is a series of 'invitation-only' events which aims to connect colleagues and peers from within and/or outside the School of Design for the promotion and initiation of cross-disciplinary applied-research collaboration.

1st SD+NS

BUSINESS × DESIGN

Today's event will include three inter-connected activities:

1. Symposium
2. Idea Exchange
3. Networking

Collaboration



What mechanisms enable industry-academia design partnerships to consistently yield innovative startups that thrive in competitive global markets?

How might cross-disciplinary partnerships be structured to maximise innovation and economic value within the global creative industries?



PolyU Design is leveraging its expertise in design education and research to facilitate collaboration between innovative design research and industry practices. The establishment of the SD+ serves as a bridge between the School and the industry, providing consultancy services and contract research. The Li Ka Shing Design and Innovation Centre supports innovation, entrepreneurship, and design thinking, as well as aiding startups in bringing cutting-edge ideas to the market. Cross-team collaborations are being pursued, including partnerships with the Hong Kong Council for Testing and Certification for strategic branding programmes and involvement with Knowledge Transfer and Entrepreneurship Office (KTEO) in developing training programs for designpreneurs and design-centered entrepreneurship.

It jointly presented Design Thinking Workshops for the participants of Cathay Hackathon 2023, with its partner Cathay Pacific and KTEO.



PolyU Design actively engages in academic-industry collaborations, establishing units and partnerships. They collaborate with LightSpeed Studios of Tencent for game and entertainment technology, work with Cloud 11 and Partnerships through an MOU, form a strategic partnership with PLD Capital, and collaborate with Moleskine to showcase local art and design globally. These partnerships demonstrate PolyU Design's dedication to fostering innovation, knowledge exchange, and promoting the creative industries.

In addition, PolyU Design partners with Thammasat University, signing an MOU to promote academic collaboration and knowledge sharing. They also collaborate with the Guangxi Urban-Rural Planning Design Institute to foster innovation, cultural revitalisation, and leverage their expertise for positive impact. These collaborations emphasize PolyU Design's commitment to academic excellence, cross-cultural cooperation, and advancement in design and related disciplines.

What strategies can be employed to ensure that international collaborations in design education effectively bridge cultural knowledge gaps and foster mutual growth?

How can interdisciplinary efforts and human-centred design in AI and autonomous mobility enhance user experience and cybersecurity effectively?



PolyU Design welcomed Mr. Roderick Wols from the Embassy of the Kingdom of the Netherlands in Beijing, fostering fruitful discussions and exploring potential collaborations between PolyU Design and the Netherlands.

Furthermore, PolyU Design actively engaged in conversations with the Czech Republic, focusing on design knowledge exchange and industrial collaboration to drive innovation in the design industry.

Additionally, discussions were held with the University of the Arts London, aiming to identify areas of common interest and potential joint initiatives to enhance educational and research opportunities.

These efforts highlight PolyU Design's dedication to building a global network of collaboration, sharing best practices, and facilitating cross-cultural learning within the design community.



PolyU Design and RCA co-organised two workshops. One focused on Human-Centred AI Design Methods, addressing transportation, communication, cybersecurity, and user experience. The other explored future shared autonomous vehicle experiences, guiding students in creating inclusive designs for 2040. Led by experts, the workshops used exercises like bodystorming and design evaluation. They encouraged interdisciplinary collaboration, knowledge sharing, and innovative design solutions for AI and autonomous mobility. The goal was to create user-friendly systems and advance design approaches in these fields.

How can we devise a scalable, measurable strategy to transform waste into sustainable, economically viable products with local engagement?

Design students from PolyU collaborated with Swire Coca-ColaHK to repurpose retired glass bottle crates into sustainable products. Their project, named "Second Life of Crates," received a bronze award in the Best PR Campaign — ESG category at the PR Awards 2023. The collaboration, part of the Sustainable Product Design subject, involved creating clothing tags for the visually impaired. The innovative products were exhibited at The Mills as a public education campaign. The achievement highlights the students' efforts in sustainable design and their contribution to environmental responsibility.



How can we empower communities to transform waste into sustainable, locally beneficial amenities, fostering environmental stewardship?



PolyU Design partnered with Sino Group for the Green Public Seating Design Project, focusing on designing eco-friendly benches using upcycled materials. Three groups of fourth-year design students specializing in various design disciplines worked together to transform their ideas into tangible products. The benches were showcased at Lee Tung Street, enhancing the public space and promoting eco-friendly living. Collaborations with companies like Sino Group provide valuable practical learning experiences for students and contribute to the success of PolyU Design's Cooperative Projects. The collaboration sets the stage for potential future partnerships with other corporations.



CURIOSITY DESIGNERS

Cultivating Critical Thinking, Collaboration,
Problem-Solving, Empathy, and Innovation through
Design Education

PolyU Design
Impact Report 2023